

Listing of Claims

1. (Amendment) A computing system implemented method of conducting Internet commerce providing click-through access from a first website to a second website comprising using a computer to:

receive a request for access to content on a second website from a first website;

cause an interim landing page to be displayed;

require receipt by the second website of an access operation input via the interim landing page; and

allow access to a destination page having the content from the second website after receipt of the access operation input.

2 (Original) The method as recited in claim 1 further comprising:

counting the number of times correct access operation inputs are received by the second website; and

generating a click count corresponding to the number of correct access operations.

3. (Original) The method as recited in claim 2 further comprising:

using the click count corresponding to the number of correct access operations as the basis for determining a fee owned on a pay-by-click basis by the second website to the first website.

4. (Original) The method as recited in claim 2 further comprising:

reporting the click count to the first website.

5. (Original) The method as recited in claim 1 further comprising:

entering into a pay-by-click advertising agreement between the first website and the second website.

6. (Cancelled)

7. (Original) The method as recited in claim 6 further comprising:

supplying Internet address identifying information from the second website corresponding to the interim landing page.

8. (Previously Presented) The method as recited in claim 6 further comprising:
user selection of an identifying information to signal the second website to provide the interim landing page data to the user making the selection.

9. (Original) The method as recited in claim 1 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.

10. (Original) A system of inhibiting automated click-through access to a second website from a first website comprising:

a website access requesting module that requests access from a first website to a second website;

an access code decision module requiring receipt by the second website of an access operation input to prevent the automated click-through access, the access code decision module being configured to display an interim landing page comprising at least a field for entering an access code; and

a providing module sending destination page data from the second website after receipt of the access operation input.

11. (Original) The system as recited in claim 10 further comprising a counter tracking correct access operation inputs are received in the second website and generating a click count corresponding to the number of correct access operations.

12. (Original) The system as recited in claim 11 further comprising a determining module using the click count corresponding to the number of correct access operations as the basis for determining a fee owed on a pay-by-click basis by the second website to the first website.

13. (Original) The system as recited in claim 11 further comprising a reporting module transmitting the click count to the first website.

14. (Cancelled)

15. (Original) The system as recited in claim 10 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.

16. (Original) A method of conducting commerce via an electronic communications network in which a second website advertises via a first website, the method comprising using a computer to:

receive a request for access to content on a second website from a first website;

cause an interim landing page to be displayed;

require receipt by the second website of an access operation input via the interim landing page; and

allow access of a destination page from the second website after receipt of the access operation input, the destination page providing data pertaining to a product or service for sale via the second website.

17. (Original) The method as recited in claim 16 further comprising:

counting times correct access operation inputs are received by the second website, generating a click count corresponding to the number of correct access operations.

18. (Original) The method as recited in claim 17 further comprising:

using the click count corresponding to the number of correct access operations as the basis for determining the fee owed on a pay-by-click basis by the second website to the first website.

19. (Original) The method as recited in claim 17 further comprising:

reporting the click count to the second website.

20. (Original) The method as recited in claim 16 further comprising:

entering into a pay-by-click advertising agreement between the first website and the second website.

21. (Cancelled)

22. (Original) The method as recited in claim 21 further comprising:

supplying Internet address identifying information from the second website corresponding to the interim landing page.

23. (Original) The method as recited in claim 22 further comprising:

user selection of the identifying information to signal the second website to provide interim landing page data to the user making the selection.

24. (Original) The method as recited in claim 16 wherein the first website comprises an advertising provider website and the second website comprises an Internet commerce website.